THE BUCK STARTS HERE

Full rich flavor, not full price.

Available in Kings & Kings Lights.

Kings: 14 mg "tar," 1.1 mg nicotine—Kings Lights: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Mfr. suggested retail price.

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